



Kentucky Specialty and Minor Tree Fruit Marketing Fact Sheet

Pears, Asian Pears, Pawpaws
<http://www.uky.edu/Ag/HortBiz>

Marketing Notes

- Minor and specialty tree fruits directly marketed to the consumer can offer another profitable (\$1500-\$6000/acre returns after establishment) possibility for farms and orchards diversifying crop production
- Asian pears (pear apples) are more suited than European pears for production in Kentucky due to growing culture requirements
- Kentucky producers report strong demand for Asian pears around larger population areas
- Fresh pawpaws are popular at some farmers' markets; further market channel development will be necessary for larger-scale pawpaw production and marketing efforts
- In thinly traded commodities (like pawpaws), the producer will have to identify new market channels as well characteristics of new customers
- Management and production information of minor crops requires new producers to be willing to experiment with and closely watch production

*Visit the University of Kentucky's New Crop Opportunities Center
(<http://www.uky.edu/Ag/NewCrops/>) for an outlook and introduction to
pawpaw and pear production in Kentucky:*

Pawpaw

<http://www.uky.edu/Ag/NewCrops/introsheets/pawpaw.pdf>

Pear

<http://www.uky.edu/Ag/NewCrops/introsheets/pears.pdf>

Packaging Information

- Pears are commonly sold in 14-lb and 28-lb containers
- 1/2-peck, 1/4-peck, and similarly sized bags are also popular containers for direct marketed pears
- Specialty tree fruits, like pawpaws and persimmons, can be attractively packaged in a variety of containers for direct market sale including baskets, bags, cartons, and clamshells.
- Producers interested in doing possible wholesaling (pawpaws) will need to provide a standard plastic clamshell pack to potential vendors. Plastic clamshells are available in a variety of sizes from horticultural packaging companies.

U.S. Pear Production Data

	1998	1999	2000	2001	2002	2003
Bearing Acreage	66,900	66,700	66,900	65,100	64,100	64,200
Pounds Per Acre	29,596	31,304	29,686	31,551	27,769	28,910
Million Lbs Production	1,980	2,088	1,986	2,054	1,780	1,856
Cash Receipts (\$1,000)	\$284,229	\$294,055	\$288,196	\$273,206	\$253,197	\$266,713

Source: USDA/ERS, NASS

Information Sources

USDA/ERS Fruit and Tree Nuts Situation and Outlook Yearbook

<http://www.ers.usda.gov/Briefing/FruitAndTreeNuts/>

U.S. Census of Agriculture

<http://www.nass.usda.gov/census/>

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